

# Variables Analysis of Tourism Apps Development in Influencing Tourist Travel Experience

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**Abstract:** *Dumping of apps that emphasized on how to develop tourism industry and help travel organization to promoting their business. However, every app has own advantages and disadvantages. Producing an apps need a properly research about needs and demands of tourist or traveller itself. The tourism apps have its own influence towards tourists when it's come to their satisfaction of travelling. Producing of tourism apps can be expansion if the producer increases the requirements, by doing a research of tourist's needs and demand. Every tourist has their own needs and demands that are influenced by their preference, identity and family background. These factors are developed from many criteria, such as their culture which influence their identity, and their power of buying which influences their taste and preferences. Tourism industry is a wide field, before certain products are produced and certain services are offered, the producers need to analyse their target market. Thus, the success of a tourism App depends on how well and deep the producer has managed to explore and study about the target users. Research that linked between product and user needs on tourism apps are a big deal to explore. Successful of apps depends on how producer of tourism apps study about the users. The finding of paper is variables analysis of tourism apps that can be used to developing new prototype of tourism apps based on tourist needs. This paper will introduce the best variables that have been analysing to be interesting features that can be including in tourism apps.*

**Keywords:** *Tourism Sector, Tourism Organization, Apps, Travellers, Development Tourism Apps*

## I. INTRODUCTION

Malaysia has diversified tourism resources to be highlighted and become a product to gain more tourists. According to Nair and Thomas (2013), there are two advantages in developing tourism industry in Malaysia. First of all is about climate in Malaysia, the climate allows tourists for travelling to Malaysia throughout the year. Second, in Malaysia have various types of ethnics, beliefs, history and culture. That makes Malaysia's variety of attractions and tourism resources that can be highlight to attract more tourists. According to Abdullah and Hamid (2018), Sarawak as one of the unique and multiracial states in Malaysia shows multiple races and variety of culture of life. Sarawak's rich ethnic diversity offers a distinctive local experience in the tourism sector by staging its unique cultural heritage products. It's become variables in promoting Sarawak tourism Sector. In Sarawak, the tourism industry is one of an economic sector that contributes greatly to the state's Gross Domestic Product (GDP). Tourists choose their travel location based on their preference, taste and motivation that will be linked with product. So, this is very important to the travel organization to link tourist demands and needs with products and services.

This attraction must be promoted and marketed using right media, while the best media to promote tourism industry in Malaysia is using technology such as apps, website and so on.

## II. LITERATURE REVIEW

Travel experience for travellers of based on how they plan their trips. Every tourist has their own taste in seeking for experiences. Tourist will appreciate every moments of their vacation even though the experiences are not what they searching for (McCabe, 2009). Stage of planning a trip started from travellers dreaming about the vacation and ended with sharing moments with others travellers. According to Black (2015), dreaming stage is part of travelling stage. Dreaming a wonderful and adventures vacation is an early step of planning a vacation. Dreaming also referred as snacking moments before start planning a trip. Tourism apps and smartphone are often use to getting travel inspiration. They preferences and taste be a motivation on how they choose travel location. Tourism apps playing significance role in influence and inspire tourist to making decision about their travel activities. Their getting inspired after going through the apps and it consequently changes their travel behaviour and preferences. Traveller's preferences influence by information, comments, review and suggestions in the tourism apps. According to Cristescu (2016) have identified five fields in which mobile apps influenced the tourist travel experience. Firstly, mobile apps play an important role in modern tourism especially when tourist using apps while travelling. Tourism apps inspire tourist to planning their vacation according to the review and suggestions in the apps. Other tourist or traveller's acquaintances share their experience in which will inspire to travel as well. As stated by Meyers (2013), travel inspiration is majorly coming from conversation, review, suggestions and comment with trusted personal travel companions. Conversations with trusted person in messaging platform like Skype and WhatsApp is also a reliable source for travellers to search information before travel. Some travellers will check the information that stated on apps before they follow the tips. Review and suggestions from the others traveller will be information how will plan the trip. This information inspires and influence travellers to decide their travel motivation. Sharing session within tourist in apps causes a lot of travel organization use apps as their sharing instruments for promoting tourism activities. Tourism apps is a system that helps tourism industry to develop more in many ways.

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